

## ABSTRACT OF THE DISCLOSURE

In implementation of driving a liquid-crystal display device with a frame period  $T$  divided into a scanning period  $T_1$  and a hold period immediately following the scanning period, each data line in the liquid-crystal display device experiences a positive-polarity frame period and a negative-polarity frame period, which are repeated alternately. In addition, when a frame period  $T$  is stretched over positive-polarity and negative polarity data lines provided repeatedly on alternate columns of the liquid-crystal display device, an electric potential  $V_{\text{sigm}}$  appearing on a positive-polarity data line in a hold period is always higher than an electric potential  $V_{\text{com}}$  appearing on an opposite electrode of each pixel in the liquid-crystal display device, but an electric potential  $V_{\text{sigm}}$  appearing on a negative-polarity data line in a hold period is always lower than the electric potential  $V_{\text{com}}$ . As a result, it is possible to eliminate flickers, which will be otherwise generated if a driving frequency of the liquid-crystal display device is lowered.